



AIA GROUP LIMITED SUSTAINABILITY REPORT 2025
SUBSECTION REPORT

FINANCIAL INCLUSION



FINANCIAL INCLUSION

Financial Inclusion

- Financial Inclusion at AIA 03
- Initiatives Across Our Markets 04

BRINGING FINANCIAL INCLUSION TO LIFE 05

- Empowering Cambodian women in rural communities 05
- Building financial literacy in rural communities in South Korea 06
- Driving financial confidence in underserved communities across India 07
- Indian States-focused financial inclusion 08



Insurance is a pivotal enabler of resilience. Together with supportive public policy and innovative technology, insurance becomes a proactive instrument for economic empowerment and long-term financial stability. When individuals and families are protected, they are better able to pursue opportunities, invest in their futures, and participate fully in the economy.

Amita Chaudhury
Group Head of Sustainability

Financial inclusion is a key part of AIA’s commitment to building economic resilience and narrowing protection gaps across Asia.

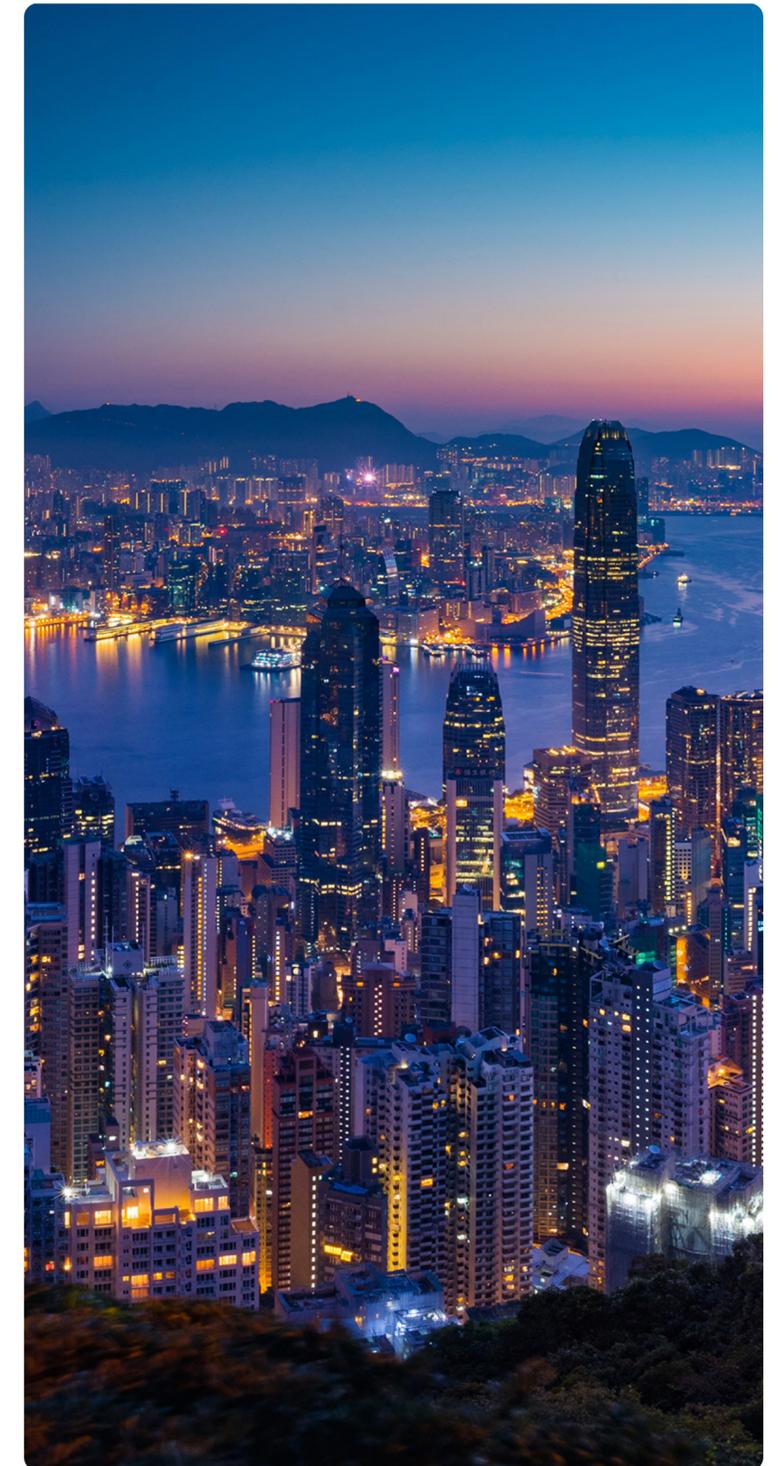
We continued to expand access to financial products and knowledge in 2025, increasing access to useful and simplified insurance solutions through digital platforms in several markets.

Through targeted programmes, partnerships and digital tools, we are also enhancing financial literacy across our communities and helping customers better understand insurance savings and long-term planning.

We ensure individuals and businesses can access affordable and responsible financial products and services, and that they are delivered sustainably. Through financial education and accessible protection, we are helping create more resilient communities.

Enabler for addressing global challenges

Financial inclusion enables progress on eight of the UN’s Sustainable Development Goals (SDGs). This includes SDG 1 (No Poverty), SDG 3 (Good Health and Well-being) and SDG 10 (Reduced Inequality). Prioritising financial inclusion fosters economic stability, reduces vulnerability and accelerates the transition to a more sustainable, equitable global economy.



Financial Inclusion at AIA

Financial inclusion communities and segments

Across Asia, regulators, policymakers and insurers have identified at-risk communities and segments that would benefit from greater financial inclusion. These include individuals and businesses that remain underserved and exposed to threats such as diseases, economic shocks and natural disasters,¹ as well as communities with low financial literacy and limited access to formal financial systems that offer adequate or affordable insurance protection.

Shaping a more resilient future

Insurers, regulators and governments all play a crucial role in making sure people, communities and businesses obtain the insurance cover they need to prosper.

As a key pillar of financial inclusion, insurance helps reduce vulnerability and gives individuals greater resilience against unexpected financial pressures. AIA will continue to offer affordable, accessible and innovative solutions that address the needs of underserved groups. This includes:

- Working with governments, regulators and our local communities to provide customers who are financially, situationally or socially vulnerable with access to suitable products, services and knowledge.

- Supporting financial literacy programmes to empower communities with the knowledge to manage their financial futures.
- Increasing the long-term sustainable financial health of people and communities across Asia.
- Seeking to better understand individual and corporate customers and the diverse communities we serve so we can provide inclusive and innovative products and solutions that support their needs.



Financial Inclusion SDGs

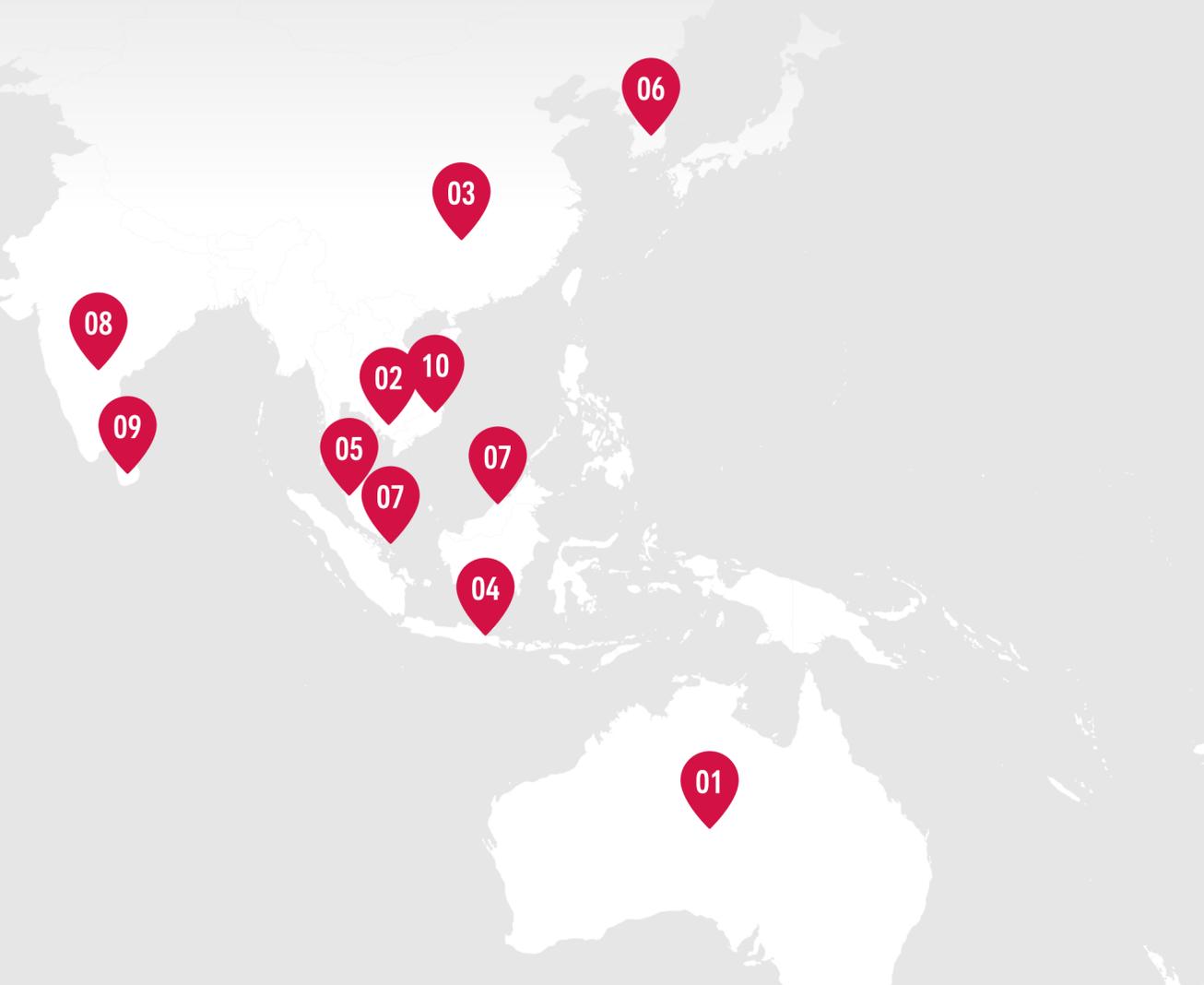


Communities and Segments

ELDERLY 	WOMEN 	REMOTE AND RURAL POPULATIONS 	MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES)
DISABLED 	GIG WORKERS 	LOW EDUCATION 	HIGH-RISK OCCUPATIONS
LOW INCOME 	DISASTER-PRONE AREAS 	LOW FINANCIAL LITERACY 	LIMITED GEOGRAPHICAL AND DIGITAL ACCESSIBILITY
ORPHANS / SELF-RELIANT YOUTH 			

1. World Bank. (2025). The Road to Financial Resilience: How Economic Inclusion Can Improve the Lives of the Poor. <https://www.peiglobal.org/news/road-financial-resilience>.

Initiatives Across Our Markets



Led by local business units in their respective markets, AIA has been embracing financial inclusion initiatives across the region in order to reach traditionally underserved customer segments.

AIA Australia



01

The Engage and Educate digital programme enhances insurance literacy for members of group life insurance schemes, helping them better understand their coverage, benefits and the importance of financial protection.

AIA Cambodia



02

Through a Memorandum of Understanding with the Ministry of Women's Affairs, AIA Cambodia empowers women with health and financial literacy programmes that strengthen their physical, mental and financial wellbeing.

AIA China



03

- AIA China conducts year-round financial education and promotional activities for groups including the elderly, youth, teenagers and people with disabilities. The prominent Teenager Financial Quotient Education Programme (友+未来星) builds financial awareness among young people and parents.
- An extensive retirement network is addressing the needs of ageing Chinese citizens. It comprises 500+ institutions across 70+ cities and nine types of retirement institutions, including Continuing Care Retirement Communities, rehabilitation hospitals and dementia care centres. The retirement ecosystem is available to customers over the age of 45 and has been made available to 0.2 million customers since its launch. The health and retirement ecosystems are available to 3.5 million customers.

AIA Indonesia



04

- AIAPedia is a digital education programme designed to increase financial and insurance literacy. Webinars, led by financial planning experts, target students and young adults in rural communities and deliver tips on budgeting, savings, safe investing and insurance.
- The AIA Switch Up Generation Event inspires young professionals and aspiring entrepreneurs to make positive changes for better health, finance and personal growth outcomes. It includes talks and interactive sessions aimed at building confidence and resilience.

AIA Malaysia



05

- The AIA Penyala Harapan Scholarship Programme supports first-year degree students from lower-income households who are studying Islamic banking, finance, or law at Universiti Islam Antarabangsa Malaysia. The programme reflects AIA's commitment to nurturing future leaders who will make positive contributions to society.
- A strategic partnership with TNG Digital Sdn. Bhd., the largest eWallet company in Malaysia, provides accessible digital insurance solutions.

AIA Korea



06

- Guides in English and Chinese were introduced to support foreign policy holders at every stage of the insurance process.
- The Free Semester educational programme for middle-school students helps build sound financial habits and supports long-term economic independence.
- The Grutergi camp provides financial education, career coaching, scholarships and art therapy for orphans and self-reliant youth who grew up in governmental facilities and homes without parental care.
- The Financial Inclusion Youth Outreach Programme, designed for rural schools and communities, delivers mobile-based training in financial management. Its expansion to schools for students with disabilities ensures broader access to a financial education.

AIA Singapore & Brunei



07

The Plain English Initiative simplifies insurance documents to make them clearer and more accessible. It has been recognised with the Crystal Mark certification from the Plain English Campaign.

TATA AIA



08

- A partnership with a Tamil Nadu-based NGO, DHAN Foundation – People's Mutual educates rural communities and women living below the poverty line on how insurance can provide financial security.
- Targeted social media campaigns in underserved states like West Bengal and Mizoram use local languages and cultural contexts to make financial protection messages more relatable and effective.
- The Jagruti Financial Literacy programme empowers underprivileged individuals by teaching financial independence, social security schemes and savings strategies.

AIA Sri Lanka



09

- The AIA Retirement Fund Calculator is a user-friendly digital tool that offers valuable insights to aid Sri Lankans in their financial planning for retirement.
- The AYA Surakina AIA programme supports and empowers women through women-centric insurance products and services, financial literacy and skills-based training, and access to networks and information.

AIA Vietnam



10

The Life Insurance: Understand it Right media campaign is enhancing the public's financial literacy, addressing common misconceptions and equipping consumers with essential knowledge by simplifying complex concepts.



CASE STUDY

Empowering Cambodian Women in Rural Communities

In 2022, AIA Cambodia partnered with the Ministry of Women’s Affairs (MoWA) to launch the ‘Promote Health and Financial Wellbeing for Cambodian Women’ initiative. The programme addresses systemic barriers to healthcare and financial education faced by women, particularly in rural, coastal and mountainous regions, where access remains limited.

In Cambodia, over 60%¹ of rural women aged 15-49 face at least one barrier to healthcare and are 2 to 4 times² more likely to experience access limitations compared to urban populations. Cultural norms further restrict open discussions on health and finances, exacerbating vulnerabilities to non-communicable diseases and financial instability.

As Cambodia’s first insurance-led initiative combining health and financial literacy for women, the programme has reached more than 15,000 women and families nationwide through 64 educational forums across six provinces between 2022 to 2025. These sessions provide practical skills in preventive healthcare, household budgeting, and leadership — empowering women to make informed decisions for their families.

Building on its success, the partnership will expand to Kampong Thom and Takeo provinces - home to nearly two million people - and extend through 2028.

Impact:

64
forums conducted (2022-2025)



15,000+
women and families benefited



Programme expanded to
6 provinces
(2022-2025)



Increased awareness
of preventive health and
financial planning



Strengthened trust in insurance
among underserved women



1. National Institute of Statistics Cambodia. (2023). Cambodia Demographics and Health Survey 2021–2022. <https://www.dhsprogram.com/pubs/pdf/FR377/FR377.pdf>.
2. Um, S., Pall, C., Heng, S. and Suong, S. (2024). Sociodemographic Inequality in Perceived Barriers to Accessing Healthcare among Women of Reproductive Age in Cambodia: Evidence from Cambodia Demographic and Health Survey 2021–2022. Cambodia Journal of Public Health, vol. 5. <https://cjph.niph.org.kh/index.php/cjph/article/view/370>.



CASE STUDY

Building Financial Literacy in Rural Communities in South Korea

AIA Korea’s Financial Inclusion Youth Outreach Programme equips students, including visually impaired youth living in rural areas, with practical financial knowledge to foster healthy financial habits from an early age.

To address low financial literacy rates in underserved regions such as Muan-Gun and Gumi-si, where rural communities face limited access to financial protection, volunteers from AIA Korea’s Consumer Protection (CP) team deliver tailored financial education sessions as part of their school outreach efforts. These interactive lessons cover essential topics like savings, asset and credit management, insurance, risk mitigation, and fraud prevention, using games and quizzes to keep students engaged.

In April 2023, the programme expanded to include Cheongju Maeng School for the Blind, ensuring visually impaired students receive accessible financial education.

Despite initial hurdles in reaching remote schools and creating inclusive materials, the programme has grown steadily. By 2025, AIA Korea had delivered 26 hours of financial education across 11 schools, reaching over 385 students and helping build resilience against financial risks.

Positive feedback from teachers

“It was a valuable session where I was able to learn practical tips on everyday asset management and preventing voice-phishing scams. I hope the programme continues to develop going forward.”

The case-based explanations tailored to the students’ level were easy to understand, and the lecture provided many practical insights that can be applied in daily life. Overall, it was very satisfying.

Impact:

26 hours
of financial education



11 schools
participated



380+ students
reached





CASE STUDY

Driving Financial Confidence in Underserved Communities across India

Aligned with the Insurance Regulatory and Development Authority of India's (IRDAI) vision of "Insurance for All by 2047", Tata AIA launched **Jagruti**, its flagship financial inclusion programme, to increase access to life insurance and strengthen financial awareness among underserved communities where penetration remains low.

Despite the availability of numerous government welfare schemes, adoption rates among underprivileged communities in India remain low due to limited outreach, language barriers, and low financial literacy. These gaps leave millions without adequate protection or savings, perpetuating vulnerability among informal workers and low-income families.

Jagruti tackles these challenges by delivering community-led financial literacy sessions that demystify savings, investments, insurance, and retirement planning. The programme equips individuals — such as domestic workers, drivers, cleaners, and security personnel — with practical tools and the confidence to make informed financial decisions.

How It Works

- Interactive group sessions led by trained Tata AIA volunteers
- Regionally adapted language and culturally relevant examples for better engagement and financial understanding
- Concise, visual, and participatory content to overcome literacy barriers
- Sessions timed during festive seasons like Diwali and Christmas to boost engagement and accessibility
- Coverage of relevant key topics including government schemes, social security, life and health insurance

By leveraging insurance professionals' expertise and in-person delivery, Jagruti makes complex financial concepts relatable, builds trust, and fosters long-term financial resilience.

The programme has built financial awareness in underserved communities, reinforced Tata AIA's commitment to social responsibility and set a benchmark for best practices across AIA markets.

Impact So Far:

20,000+

beneficiaries across multiple regions



Includes below-poverty-line families, women, and informal workers reached



Strengthened financial awareness and trust in insurance





CASE STUDY

Indian States-focused Financial Inclusion

Tata AIA's multi-year financial inclusion initiative in West Bengal and Mizoram combines on-the-ground outreach and culturally-tailored engagement to improve understanding, build trust and accelerate life insurance adoption in underserved rural and remote communities.

Insurance coverage in these states remains low due to language barriers, dispersed populations and challenging terrain that complicates last-mile access. These factors have contributed to limited awareness and trust in insurance.

To overcome these challenges and support IRDAI's "Insurance for All by 2047" state-level agenda, Tata AIA deployed a comprehensive outreach strategy:

- Awareness vans, literacy camps, and monthly insurance literacy days to extend reach
- State-specific mascots, multilingual content, and local storytellers to ensure cultural relevance
- Partnerships with Village Level Entrepreneurs (VLEs), Common Service Centres (CSCs), state officials, and other insurers to strengthen distribution and amplify impact

The initiative has delivered tangible impacts, with families that had never previously considered life insurance now able to engage meaningfully with protection solutions, in their local language. With guidance and follow-up support close to home, households are now better equipped to explore appropriate coverage confidently. Notably, policy uptake in both states has also outpaced wider trends, and financial literacy and trust in insurance has strengthened significantly—advancing India's inclusion goals.



Online Impact:

2.6 million
people reached through paid campaigns



0.8 million
unique visitors to a dedicated multilingual website (Mizo, English and Bengali)



14 million
organic reach through social media



3,492
locations reached



Insurance Awareness Vans in West Bengal:

1,100+ km
covered across 12 districts and 30 locations

2,500+
participants, 1,142 health camp beneficiaries

28,000 people
people reached via leaflet distribution

Financial literacy camps

0.3 million
people reached via NCFE (National Council for Financial Education programmes by the State Government)

Sessions with the transgender community

200 sessions
with micro, small and medium enterprises



AIA GROUP LIMITED SUSTAINABILITY REPORT 2025

Feedback from our diverse set of stakeholders is crucial for us to continue improving our sustainability performance and disclosure practices.

If you have any questions, comments or feedback, please contact Group Sustainability at groupsustainability@aia.com or write us at the address below:

Group Sustainability Team

12/F, AIA Building, 1 Stubbs Road, Wan Chai, Hong Kong